



WEST VIRGINIA INTEGRATED BEHAVIORAL HEALTH CONFERENCE



Mobilize Your Organization

How To Effectively Reach,
Communicate and Engage with Your
Audience and Generate Funds at the
Same Time!

Carlos Morales – Online Marketing Consultant, Viva Technology, LLC



CARLOS MORALES

Internet Marketing Consultant

Is the founder of Viva Technology, LLC. which helps local businesses, schools and nonprofit organizations improve their online presence and enhance their communication strategies.

He has over 15 years of experience in web development, technology training, and online marketing.





WELCOME

“The important thing is not being afraid to take a chance. Remember, the greatest failure is to not try.”

Viva Technology, LLC is a technology consulting company that provides services on web development, social media, mobile app development and internet marketing for local businesses, schools and non-profit organizations.

These services include powerful and proven, done-for-you-solutions that can rapidly:

- Increase web visibility
- Traffic
- Engage with your audience
- Enhance communication strategies
- Conversion rates
- Lead Generation
- Sales
- Profits





We Will Discuss How Your Mobile App Can Help You With Your Communication Strategies:

- Instant access to important information, news, safety alerts, events, and any information you choose to provide.
- Pop up messages and instant alerts – Remind your constituents of upcoming events and emergency notifications.
- Have your mobile app in multiple languages
- Discover how mobile apps help your audience engage with content and how that engagement can help you in fundraising for your organization or program.
- Mobile App vs. Mobile Website

What You Should Know About Mobile Apps

- 50 percent of parents believe that schools should make more use of mobile devices in education
- 32 percent agree that schools should require them in the classroom

Benefits

71% of parents say mobile devices open up learning opportunities while, 62% say the devices benefit student's learning and 59

Ready for Change

45% of parents say they plan to buy, or have already bought a mobile device to support their child's learning.

Collaborate with Educators


43% of parents say they need help finding good educational apps for their children.



These findings are from a new study called "Living and Learning with Mobile Devices"



Welcome to the Future

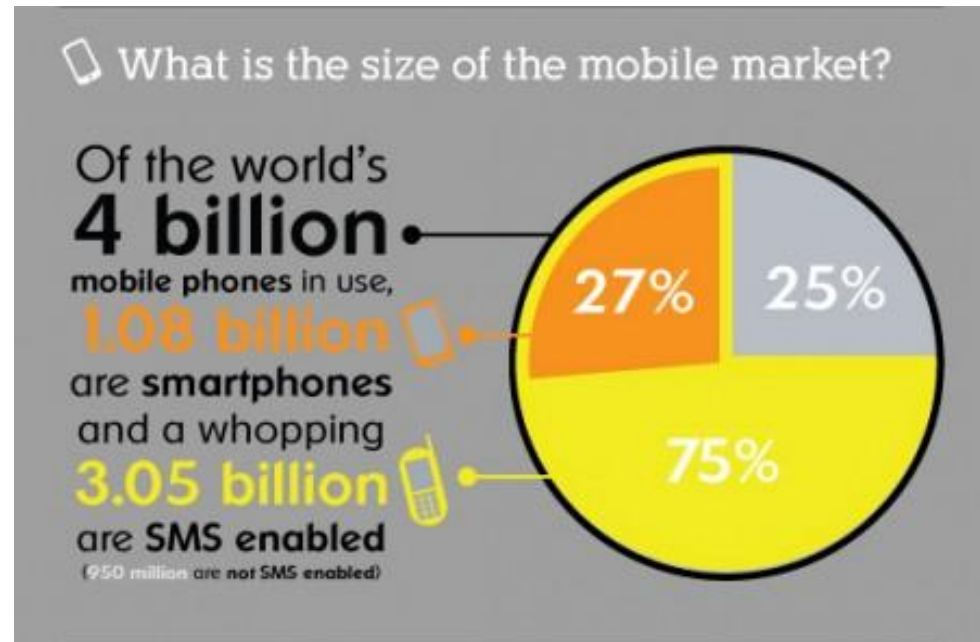
- **91%** of all adults have a **smartphone**
- **271 million** adults in the U.S. own some type of a **mobile device**.
- **90%** of all text messages are read **within 3 minutes**.
- **95%** of mobile users use their devices for **local search**.
- **300 thousand** mobile apps have been developed.
-  - **200 million** YouTube videos are seen on mobile devices every day.
- On average, it takes **90 minutes** for people to respond to an **email**, but only **90 seconds** to respond to a text message.
- **By 2014**, mobile internet usage will **overtake** desktop internet usage.

REALITY CHECK: If you're not updating your marketing and communication strategies to incorporate smartphones and tablets, your organization's voice will **dwindle to a tiny whisper!** Don't let that happen!





THE WHOLE WORLD IS GOING MOBILE!



Let's do some comparisons

7

480 Million Newspapers
Daily Circulation

?

850 Million Cable/Sat TV
Subscribers

é

1 Billion Personal
Computers

?



1.5 Billion TV Sets

?

1.3 Billion Email
Users

?

1.4 Billion Internet
Users

K

Compared to:

5.2 Billion Mobile Phone Subscribers



The Whole World is Going Mobile!

- The Web as you know it is dying
- Mobile Devices & Tablets are taking over!
- Apps are replacing websites
- We now live in a Mobile World
- It's time for you to GO MOBILE!





Mobile App vs. Mobile Website

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	Mobile Website	Mobile App
User Experience	Limited	Strong user experience capabilities
Graphics and Effects	Limited by bandwidth and technology	Superior graphics and effects
Features	Limited access to phone features	Unlimited access to phone features including camera, microphone, GPS, etc.
Internet or Data Connectivity	Required	Not required (can be used offline)
Access Speed	Fast	Very fast
Optimized to Mobile Device	Good	Best for optimizing to mobile device
Navigation	Static	Interactive User Interface
Monetization	Difficult to monetize	Easy to monetize through app store, in-app ads, and in-app purchases
Mobile Engagement	Limited	Strong mobile engagement
User Interaction Time	Can be limited	Longer and more frequent
User Perception	Most prefer apps to mobile websites	More convenient, faster, and easier to browse

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KEY BENEFITS

These are some of the many benefits you get by having your own mobile app

ONE ON ONE COMMUNICATION WITH YOUR AUDIENCE

“PUSH” NOTIFICATIONS – OPEN RATE 97% VS. 4% WITH EMAIL

CONSTANT BRANDING FOR YOUR ORGANIZATION OR PROGRAM

CONNECT TO FACEBOOK, TWITTER, YOUTUBE, ETC.

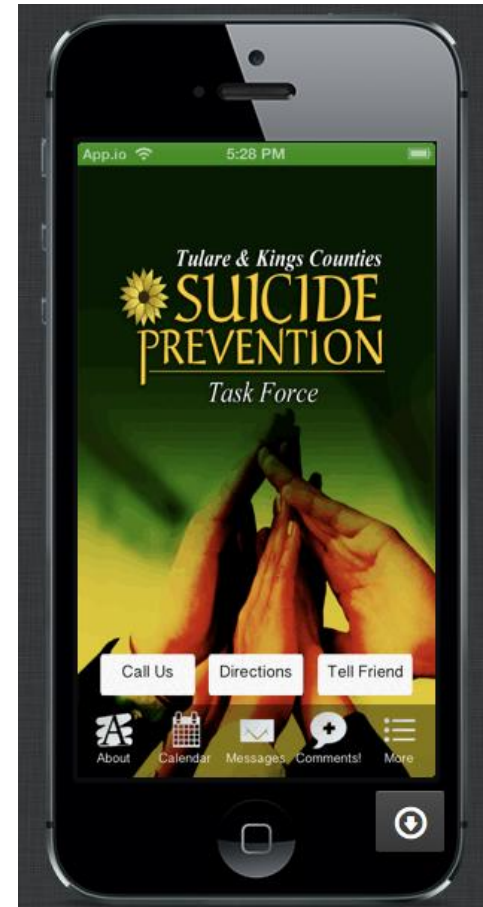
VIRAL MARKETING – “SHARE THIS APP”





YOUR HOMEPAGE

- Your Organization logo is the first image your users will see when they open your app
- The Home Page provides tabs to access the rest of the app functions

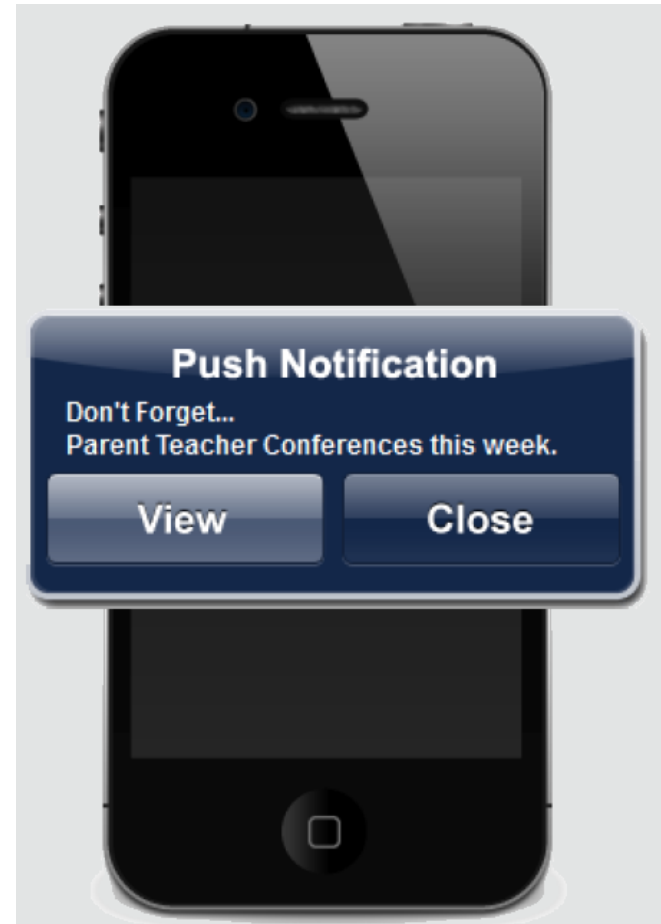




--- PUSH

NOTIFICATIONS

- Keep your audience informed!
- Use PUSH Notifications for event notifications, emergencies, reminders, etc.



EVENT CALENDAR

- Share your events with staff, parents, youth, etc. (your audience)
- Users can set alerts and reminders for all events





YOUR FORMS

You can create a form for anything you need:

- Emergency contact
- Field Trip registrations
- Membership forms
- Volunteer forms
- Report Bullying form

You can use forms to accept credit card payments!

The screenshot shows a smartphone displaying an 'Emergency Form' app interface. At the top, the status bar shows 'AT&T', signal strength, time '12:04 PM', and battery level. The app header has a globe icon, the title 'Emergency Form', and a 'Back' button. The form content includes a title 'Emergency Contact Form', a instruction 'Please complete the emergency form below. Forms are due no later than September 30th.', and several input sections: 'Student Name' with 'First' and 'Last' text boxes, 'Date of Birth:' with three dropdowns for MM, DD, and YYYY, 'Student Gender:' with a 'Select One' dropdown, 'Parent Name *' with 'First' and 'Last' text boxes, and an 'Address' text box at the bottom.



PDF

DOCUMENTS

Include as many PDF documents as you need:

- Meeting Schedules
- Emergency Procedures
- Safety Information
- Newsletters
- Supply Lists
- Much more!



GPS

DIRECTIONS

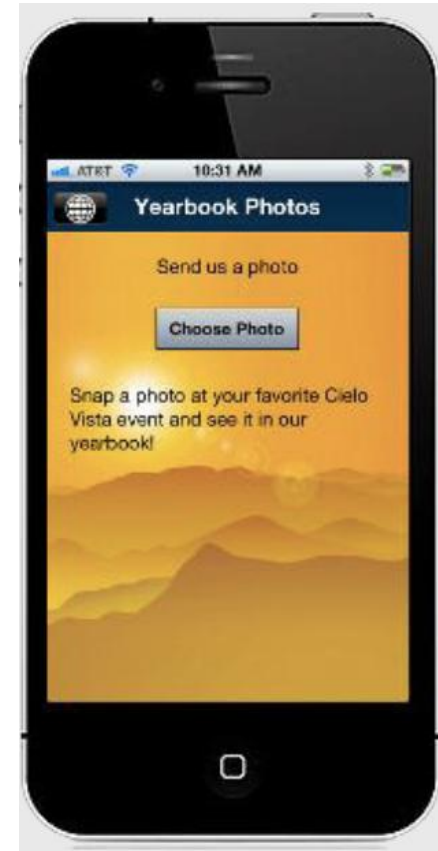
You will be able to provide detailed turn-by-turn directions to:

- Your School
- Your Organization
- Events, Meetings
- Fundraising Events



SUBMIT A PICTURE

- Take pictures at your events and with a push of a button send them directly to your staff, constituents, etc.!



IMAGINE FOR A MINUTE GOING BEYOND THIS

You could also include (School Example):

- Have Parents talk to Teachers on a secure platform about their children
- Parents could see their children's grades and homework and track progress right from their phones!
- Having an app for afterschool programs
- The sky is the limit! (Show other custom apps)





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IMAGINE FOR A MINUTE
GOING BEYOND THIS

(Custom App
Showcases)





TELL US WHY YOU WOULD WANT AN APP AND WHAT IT
WOULD DO

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